

## CLAIMS

1. A method for facilitating a transaction, comprising:  
receiving information describing an offer presented  
to a user; and

receiving an indication that the user desires to  
accept the offer unless a better offer is available, and  
accept the better offer when the better offer is available,  
the better offer being similar with regard to at least one  
parameter, and more optimal with regard to at least one other  
parameter, than the offer and other available offers.

2. The method of claim 1, further comprising:

providing the offer information for delivery to a  
system having access to information describing the other  
available offers, being adapted to compare the offer  
information with the available offer information to determine  
whether the better offer is available, being adapted to  
provide information related to the determination, and being  
adapted to accept the better offer on behalf of the user when  
the better offer is available; and

receiving the determination information and  
providing the determination information for delivery to an  
interested party; wherein

when the better offer is not available, the  
determination information comprises an indication that the  
better offer is not available; and wherein

when the better offer is available, the  
determination information comprises at least one of an  
indication that the better offer is available, a description  
of the better offer, and an indication that the better offer  
has been accepted by the system.

3. The method of claim 2, wherein:

the system is further adapted to accept the offer on  
behalf of the user unless the better offer is available; and

when the better offer is not available, the determination information further comprises an indication that the offer has been accepted by the system.

4. The method of claim 1, wherein the one parameter is a product identity and the other parameter is a consideration amount to be paid in exchange for the product.

5. The method of claim 1, wherein the interested party is selected from the group consisting of the user, an offeror of the offer, and an offeror of the better offer.

6. The method of claim 1, wherein receiving the offer information and receiving the indication are as a result of a singular action by the user.

7. The method of claim 6, wherein the action is selected from the group consisting of clicking a button, generating a sound, pressing a keyboard key, selecting using a remote control, selecting using a pointing device, and selecting a Web page object.

8. A method for facilitating a transaction, comprising:

publishing information describing an offer for presentation to a user; and

providing an option for the user to accept the offer unless the better offer is available, and to accept the better offer when the better offer is available, the better offer being similar with regard to at least one parameter, and more optimal with regard to at least one other parameter, than the offer and other available offers.

9. The method of claim 8, further comprising:

receiving an indication that the user desires to exercise the option; and

providing the offer information for delivery to a system having access to information describing the other available offers, being adapted to compare the offer information with the available offer information to determine

whether the better offer is available, being adapted to provide information related to the determination, and being adapted to accept the better offer on behalf of the user when the better offer is available.

10. The method of claim 9, wherein the offer information is provided to the system through an intermediary.

11. The method of claim 9, wherein the system is further adapted to accept the offer on behalf of the user unless the better offer is available.

12. The method of claim 9, further comprising receiving the determination information, and wherein:

when the better offer is available, the determination information comprises an indication that the better offer is available; and

when the better offer is not available, the determination information comprises an indication that the better offer is not available.

13. The method of claim 12, wherein the determination information is received through an intermediary.

14. The method of claim 12, further comprising, when the better offer is not available, accepting the offer on behalf of the user.

15. The method of claim 14, further comprising, when the better offer is not available, providing for delivery to the user an indication that the better offer is not available.

16. The method of claim 8, wherein publishing the offer information for presentation to the user comprises publishing information describing a plurality of offers, the offer being one of said plurality of offers.

17. The method of claim 8, wherein the offer is offered using a Web page.

18. The method of claim 8, wherein the indication that the user desires to exercise the option is provided by the user performing an action selected from the group consisting

of clicking a button, generating a sound, pressing a keyboard key, selecting using a remote control, selecting using a pointing device, and selecting a Web page object.

19. The method of claim 8, wherein the option is made available via a Web page and can be exercised by selecting a portion of the Web page.

20. The method of claim 19, wherein the portion of the Web page displays a graphic button.

21. A system including at least one microprocessor operating under the control of at least one software program capable of causing the system to execute actions in facilitating a transaction, the actions comprising:

receiving information describing an offer presented to a user; and

receiving an indication that the user desires to accept the offer unless a better offer is available, and accept the better offer when the better offer is available, the better offer being similar with regard to at least one parameter, and more optimal with regard to at least one other parameter, than the offer and other available offers.

22. The system of claim 21, wherein the actions further comprise:

providing the offer information for delivery to a determining system having access to information describing the other available offers, being adapted to compare the offer information with the available offer information to determine whether the better offer is available, being adapted to provide information related to the determination, and being adapted to accept the better offer on behalf of the user when the better offer is available; and

receiving the determination information and providing the determination information for delivery to an interested party; wherein

when the better offer is not available, the determination information comprises an indication that the better offer is not available; and wherein

when the better offer is available, the determination information comprises at least one of an indication that the better offer is available, a description of the better offer, and an indication that the better offer has been accepted by the determining system.

23. The method of claim 22, wherein:

the determining system is further adapted to accept the offer on behalf of the user unless the better offer is available; and

when the better offer is not available, the determination information further comprises an indication that the offer has been accepted by the determining system.

24. The method of claim 21, wherein the one parameter is a product identity and the other parameter is a consideration amount to be paid in exchange for the product.

25. The method of claim 21, wherein the interested party is selected from the group consisting of the user, an offeror of the offer, and an offeror of the better offer.

26. The method of claim 21, wherein receiving the offer information and receiving the indication are as a result of a singular action by the user.

27. The method of claim 26, wherein the action is selected from the group consisting of clicking a button, generating a sound, pressing a keyboard key, selecting using a remote control, selecting using a pointing device, and selecting a Web page object.

28. A system including at least one microprocessor operating under the control of at least one software program capable of causing the system to execute actions in facilitating a transaction, the actions comprising:

publishing information describing an offer for presentation to a user; and

providing an option for the user to accept the offer unless the better offer is available, and accept the better offer when the better offer is available, the better offer being similar with regard to at least one parameter, and more optimal with regard to at least one other parameter, than the offer and other available offers.

29. The system of claim 27, wherein the actions further comprise:

receiving an indication that the user desires to exercise the option; and

providing the offer information for delivery to a determining system having access to information describing the other available offers, being adapted to compare the offer information with the available offer information to determine whether the better offer is available, being adapted to provide information related to the determination, and being adapted to accept the better offer on behalf of the user when the better offer is available.

30. The method of claim 29, wherein the offer information is provided to the determining through an intermediary.

31. The method of claim 29, wherein the determining system is further adapted to accept the offer on behalf of the user unless the better offer is available.

32. The method of claim 29, further comprising receiving the determination information, and wherein:

when the better offer is available, the determination information comprises an indication that the better offer is available; and

when the better offer is not available, the determination information comprises an indication that the better offer is not available.

33. The method of claim 32, wherein the determination information is received through an intermediary.

34. The method of claim 32, further comprising, when the better offer is not available, accepting the offer on behalf of the user.

35. The method of claim 34, further comprising, when the better offer is not available, providing for delivery to the user an indication that the better offer is not available.

36. The method of claim 28, wherein publishing the offer information for presentation to a user comprises publishing information describing a plurality of offers, the offer being one of said plurality of offers.

37. The method of claim 28, wherein the offer is offered using a Web page.

38. The method of claim 28, wherein the indication that the user desires to exercise the option is provided by the user performing an action selected from the group consisting of clicking a button, generating a sound, pressing a keyboard key, selecting using a remote control, selecting using a pointing device, and selecting a Web page object.

39. The method of claim 28, wherein the option is made available via a Web page and can be exercised by selecting a portion of the Web page.

40. The method of claim 39, wherein the portion of the Web page displays a graphic button.

41. A system capable of facilitating a transaction, comprising:

means for receiving information describing an offer presented to a user; and

means for receiving an indication that the user desires to accept the offer unless a better offer is available, and accept the better offer when the better offer is available, the better offer being similar with regard to at least one parameter, and more optimal with regard to at least

one other parameter, than the offer and other available offers.

42. The system of claim 41, further comprising:

means for providing the offer information for delivery to a determining system having access to information describing the other available offers, being adapted to compare the offer information with the available offer information to determine whether the better offer is available, being adapted to provide information related to the determination, and being adapted to accept the better offer on behalf of the user when the better offer is available; and

means for receiving the determination information and providing the determination information for delivery to an interested party; wherein

when the better offer is not available, the determination information comprises an indication that the better offer is not available; and wherein

when the better offer is available, the determination information comprises at least one of an indication that the better offer is available, a description of the better offer, and an indication that the better offer has been accepted by the determining system.

43. The method of claim 42, wherein:

the determining system is further adapted to accept the offer on behalf of the user unless the better offer is available; and

when the better offer is not available, the determination information further comprises an indication that the offer has been accepted by the determining system.

44. The method of claim 41, wherein the one parameter is a product identity and the other parameter is a consideration amount to be paid in exchange for the product.



45. The method of claim 41, wherein the interested party is selected from the group consisting of the user, an offeror of the offer, and an offeror of the better offer.

46. The method of claim 41, wherein receiving the offer information and receiving the indication are as a result of a singular action by the user.

47. The method of claim 46, wherein the action is selected from the group consisting of clicking a button, generating a sound, pressing a keyboard key, selecting using a remote control, selecting using a pointing device, and selecting a Web page object.

48. A system capable of facilitating a transaction, comprising:

means for publishing information describing an offer for presentation to a user; and

means for providing an option for the user to accept the offer on behalf of the user unless the better offer is available, and to accept the better offer on behalf of the user when the better offer is available, the better offer being similar with regard to at least one parameter, and more optimal with regard to at least one other parameter, than the offer and other available offers.

49. The system of claim 48, further comprising:

means for receiving an indication that the user desires to exercise the option; and

means for providing the offer information for delivery to a determining system having access to information describing the other available offers, being adapted to compare the offer information with the available offer information to determine whether the better offer is available, being adapted to provide information related to the determination, and being adapted to accept the better offer on behalf of the user when the better offer is available.

50. The method of claim 49, wherein the offer information is provided to the determining system through an intermediary.

51. The method of claim 49, wherein the determining system is further adapted to accept the offer on behalf of the user unless the better offer is available.

52. The method of claim 49, further comprising receiving the determination information, and wherein:

when the better offer is available, the determination information comprises an indication that the better offer is available; and

when the better offer is not available, the determination information comprises an indication that the better offer is not available.

53. The method of claim 52, wherein the determination information is received through an intermediary.

54. The method of claim 52, further comprising, when the better offer is not available, accepting the offer on behalf of the user.

55. The method of claim 54, further comprising, when the better offer is not available, providing for delivery to the user an indication that the better offer is not available.

56. The method of claim 48, wherein publishing the offer information for presentation to a user comprises publishing information describing a plurality of offers, the offer being one of said plurality of offers.

57. The method of claim 48, wherein the offer is offered using a Web page.

58. The method of claim 48, wherein the indication that the user desires to exercise the option is provided by the user performing an action selected from the group consisting of clicking a button, generating a sound, pressing a keyboard key, selecting using a remote control, selecting using a pointing device, and selecting a Web page object.

59. The method of claim 48, wherein the option is made available via a Web page and can be exercised by selecting a portion of the Web page.

60. The method of claim 59, wherein the portion of the Web page displays a graphic button.

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